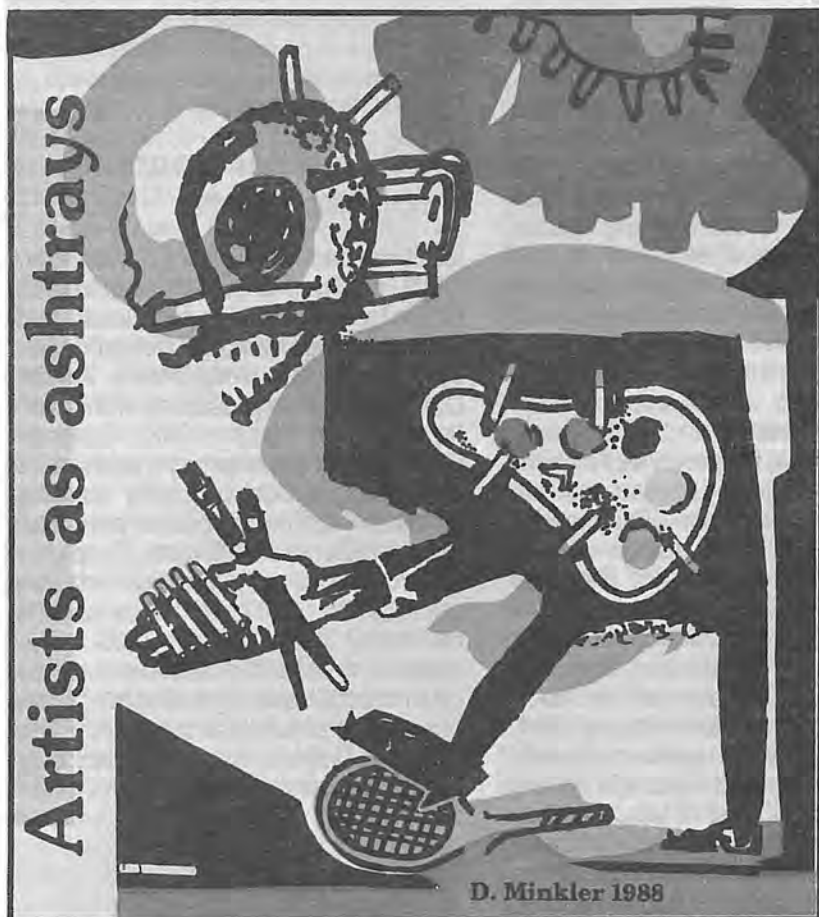


Spring 1988

Doc News and Views



This poster is the first in a series of art works aimed at ending the leading cause of preventable death -- the tobacco industry. Comments and artist's participation welcomed. Please write DOC, (Doctors Ought To Care), P.U. Project, PO Box 31604, Houston, Texas, 77231-1604.

Like a magician, we don't miss a trick. Through our growing patronage of sports and culture, the public's perception of us is changing.

For instance, we realized we could improve our image and increase smoking among women and girls by attaching our Virginia Slims brand name to professional tennis. In the same way, we've increased the sales of cigarettes among blacks by sponsoring institutions like the Studio Museum of Harlem and the Alvin Ailey American Dance Theater.

Emphysema and bronchitis? *Shazam!* Now we're the Whitney Museum of Art and the Joffrey Ballet. Lung cancer and heart disease? *Presto!* Now we're Marlboro Country Music and National Public Radio.

Heck, we're not a tobacco company, we're a Patron of the Arts. That's why we at Philip Morris say, **"It takes art to make complacency great."**

Philip Morris Companies Inc.



Makers of Marlboro, Virginia Slims, Benson & Hedges 100's, Merit, Parliament Lights, Miller Beer, Lowenbrau, Jello, Post Cereals, Sanka, and other General Foods products. A DOC ad fake.

Doctors, Artists Join to Undo Tobacco-Art Ties

To stimulate greater public awareness of the social, moral and economic consequences of the tobacco industry, the DOC P.U. Project and California artist Doug Minkler have produced "Artists as Ashtrays," the first in a series of commissioned lithographs and other artworks that expose the evolving strategies of Philip Morris Companies, Inc., the nation's leading cigarette

manufacturer, and other tobacco makers.

Minkler's silkscreen depicts a hellish, soulless figure offering paintbrushes and cigarettes. An artist's palette has become an ashtray. A commentary accompanying the image, written by DOC founder Alan Blum, MD, parodies the self-serving platitudes of Philip Morris, which boasts in a series of

advertisements in *The New York Times* and other publications, "It takes art to make a company great." DOC's version reads, "It takes art to make complacency great."

Since its initial showing at an exhibition at the Women's Building in San Francisco in January, "Artists as Ashtrays" has been a catalyst for discussion in the art community about the

continued on page 12

...from RR:

DOC Enters a New Decade in 1988

After a decade of innovative, physician-led health promotion, DOC efforts have begun to succeed in replacing some of the preconceived notions and complacency with a "one person can make a difference" attitude. This emerging unity in purpose among health advocates has resulted in major blows to the purveyors of unhealthy products.

The first signs of success occurred when other larger, funded organizations began to adopt DOC's approach to health promotion and disease prevention in the areas of school-based curriculum, counter-advertising and legislative consultations. The American Medical Association has adopted DOC's obituary cards (1986), taken up DOC's call for smoke-free health care facilities (1977), for pharmacies to discontinue tobacco sales (1978), for physicians to cancel subscriptions to magazines which accept tobacco advertising (1978), for a ban on tobacco advertising (1977), for an increase in the excise tax on tobacco with a portion dedicated to counter-advertising and education programs aimed at youth (1977), for greater physician advocacy in community programs (1977), for an end to tobacco funding for medical

research, and for smoking cessation programs as part of CME meetings. Also, the American Academy of Family Physicians, American Cancer Society, American Lung Association, and the American Heart Association and each of their constituent chapters, as well as many researchers, scholars and other activist organizations are now adopting, adapting and implementing DOC's ideas. We congratulate them all.

It is gratifying to see other groups and individuals looking to DOC for ideas to combat the tobacco pandemic and other health problems. What is equally rewarding is learning that the "DOC philosophy" works just as well in other countries and is translatable across cultures and languages.

Last year DOC members were invited to speak at health conferences around the world including the Sixth World Conference on Smoking and Health in Tokyo, Japan, and the International Conference on Smoking and Health in Tianjin, China, as well as hundreds of meetings and presentations in the United States. Since DOC's founding in 1977, Dr. Blum has given over 550 presentations and Dr. Richards has given over 210 DOC talks. DOC members Houston, Jaffe, Glassner Shank, Burchard and others also give numerous DOC presentations each year on a local, state and national level.

DOC has grown in numbers as well. In 1987, DOC added hundreds of new members. In the past 10 years, nearly 6,000 people have written DOC requesting assistance in their own efforts to combat tobacco, alcohol abuse, quackery, teen pregnancy, AIDS and other health problems. In 1987 alone, DOC received 330 requests for its Superhealth 2000 curriculum and 102 requests for DOC slide programs.

During DOC's first decade, our emphasis centered around tobacco because it was and still is the number one preventable cause of death and disease in our nation and because of the unique cultural, economic and social hold which the manufacturers of this product have on our society. However, DOC is not an organization which set out just to eliminate one health problem from society. Rather, DOC is a philosophical approach which calls physicians and other concerned individuals to serve as advocates for public health

through education, research, counter-advertising and legislation. DOC's efforts in the coming decade will continue to be directed in the areas of tobacco use, alcohol abuse, illegal drugs, nutrition, sexually transmitted diseases including AIDS, and family dynamics. One person can make an enormous difference. Why not establish a DOC chapter in your area, or if there is already a chapter, why not join in their efforts?

Rick Richards, MD
DOC President

DOC Member Connolly Receives Award

DOC member Gregory N. Connolly, DMD, Director of the Massachusetts Office for Nonsmoking and Health and Director of the Division of Dental Health of the Massachusetts Public Health Department was presented with a national award by the U.S. Surgeon General for his efforts in support of federal legislation requiring warning labels on spitting tobacco products. Surgeon General C. Everett Koop presented Dr. Connolly with the medallion on April 28, 1987, during a special ceremony in Washington, D.C. The medallion reads, "For a leadership role on a national basis regarding the health hazards of smokeless tobacco." The Surgeon General has presented only two other such awards.



Surgeon General C. Everett Koop presents award to DOC member Greg Connolly, DMD.

DOC News and Views is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals that is helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible level of commitment and involvement in improving the health of their communities from physicians, medical students, other health professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid counter-advertising aimed at reducing lethal lifestyles.

For more information write to:

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Founder and Chairman

Rick Richards, MD
National DOC President

Tom Houston, MD
National Coordinator

Karen Shipp
Editor

World Tobacco Pandemic Metastacizes: US State Department the Carcinogen?

While tobacco sales in the United States continued to decline in 1987, the tobacco industry heightened its exploitation of third-world countries where health promotion is either non-existent or poorly funded. Millions of dollars were spent by American tobacco companies like R.J. Reynolds and Philip Morris on slick, western-style advertising specifically directed at enticing third world citizens to smoke, particularly young women and adolescents. What is not generally known, however, is how closely the United States government is involved with tobacco interests in escalating the world tobacco pandemic at the expense of the American taxpayer.

Although it spent \$200 million on product development and marketing from 1981 to 1985, the U.S. tobacco industry was only able to increase its market share of cigarette sales in Japan from 1.2 percent to 2 percent due mostly to the 90 percent tariff, special taxes and restrictions on marketing, price cutting and distribution which the Japanese had placed on foreign tobacco. So in 1985, the U.S. Cigarette Export Association initiated an unfair trade practices complaint against Japan, estimating that if trade barriers were removed the U.S. tobacco industry's market share in Japan would increase to 20 percent (\$5 billion). President Ronald Reagan instructed trade ambassador Clayton Yeutter to investigate Japanese tobacco trade under the 1985 amendments to Chapter 301 of the 1974 Trade Act. The action served as a chance for the Administration to repay some I.O.U.'s

"The second panel on Countermeasures poses the danger that, intentionally or not, actions which might discriminate against foreign cigarettes might be recommended and subsequently adopted. The embassy will monitor the progress and will maintain contact with key MHW (Ministry of Health and Welfare) officials as the second panel formulates its Countermeasures."

Message sent from the US Embassy in Japan to the US Trade Office during March 1986.

from other trade issues to senators from the tobacco belt, in particular Senator Jesse Helms of North Carolina, the second highest ranking member of the Senate Foreign Relations Committee.

In September 1986, the administration prepared a list of retaliatory tariffs on Japanese exports which included computers, automobiles and textiles if the Japanese refused to open their market to U.S. tobacco and other exports. The Japanese newspaper *Asahi Shimbun* observed that the administration was going to "make a blood sacrifice of tobacco to Congress' still stronger protectionist pressure." In the face of this threat, the editorial recommended a political decision be reached to avoid sanctions on Japanese exports.

The following letter from Sen. Helms to Japanese President Nakasone is an excellent example of the type of pressure exerted by our government: "Your friends in Congress will have a better chance to stem the tide of anti-Japanese trade sentiment (in Congress) if and when they can cite tangible examples of your doors being opened to American products. I urge that you make a commitment to establish a timetable for allowing U.S. cigarettes a specific share of your market. May I suggest a goal of twenty percent within the next 18 months."

In October 1986 Japan conceded and signed an agreement to end its tariff, improve distribution of foreign cigarettes and allow more flexibility in their pricing. With restrictions removed, sales of imported cigarettes in Japan rose quickly from a 2.4% market share to over 11% by the end of 1987.

Similar threats of Chapter 301 sanctions were issued to South Korea and Taiwan and both nations succumbed to U.S. demands. The U.S. Trade Representative went so far as to require Taiwan to permit cigarette advertising, something which was previously banned. The Taiwanese termed the pressure an "abuse of dignity" and public protests were held. A consumer boycott of American cigarettes took place in South Korea and by April 1987, US tobacco companies realized only

ten percent of expected sales. When the Minister of Health of Hong Kong proposed a ban on the introduction of smokeless tobacco for public health reasons, Senators Dole, Kasten, Wiecker and Dodd pressured the country not to pass the public health law which would destroy plans by the U.S. Tobacco Company to push their products in Hong Kong. The Senators wrote, "We believe such action would constitute an unfair and discriminatory restriction on foreign trade," a statement which signaled future trade sanctions if the country did not open its doors to smokeless tobacco and the death and disease it brought with it.

Congress is pressing forward with additional proposals which would further enhance export of U.S. tobacco. The House Trade Bill (HR3) has four specific tobacco provisions, one of which would mandate investigations on unfair trade barriers to US tobacco in other nations. Senator Helms has successfully inserted an amendment in the Senate bill (S512) which would exempt exported tobacco from payment of loans of the tobacco price support program. If enacted the provision could cost the US taxpayers \$200 million over the next five years to subsidize world smoking.

(Information obtained from DOC member Greg Connolly, DDS, MPH, and from an article by DOC member Jack Micay, MD.)

Japan

Editor's Note: The following is an excerpt from an article entitled, "Lighting Up the Market in Japan," written by DOC member Jack Micay, MD, which appeared in the December 18, 1987 edition of the *Globe and Mail*. Dr. Micay, A Toronto physician, is a founding member of Physicians for a Smoke-Free Canada, organized in 1986 and modeled after DOC. Dr. Micay is producer and director of the film *DOCUMENTARY-in-progress, If Smoking Killed Baby Seals*.

Turn on the television set and see a familiar trio of cowboy, horse and cigarette ride off into the sunset to the almost forgotten beat of the Marlboro



DOC National Coordinator Tom Houston, MD, with Advocacy Institute Co-Director Michael Pertschuk, Western Australia Health Promotion Director Mike Daube, and DOC founder Alan Blum, MD, at the Sixth World Conference on Smoking and Health, may have been smiling over a joke made by Peter Hanauer, past president of Americans for Non Smokers Rights: Q-What's the difference between the tobacco industry and the Mafia? A-The Mafia has a code of ethics.

theme. Switch channels and watch a bevy of chorus girls pump away in the background, while a scantily clad cigarette girl smilingly offers her wares to the viewer. There is no health warning to spoil the allure. Go outside and walk past the outdoor cigarette vending machines, found on every block making cigarettes available 24 hours a day to adults and children alike.

You are in the world's most expensive country, but you can buy a package of cigarettes for less than you would pay in Canada. "For your health, don't

smoke too much," reads the lame warning on the packages, the only public acknowledgement of the dangers of smoking.

Welcome to Japan, an embattled cigarette industry's vision of heaven--the only industrialized nation that still allows smoking ads on TV and radio. More than 60 percent of adult Japanese males smoke (in contrast to 30 percent in Canada and the United States).

It seems fitting that Japan was selected as the site of the recent Sixth World Conference on Smoking and Health.

In Japan, tobacco has always been a state-owned monopoly. Japan Tobacco and Salt Public Corp. was privatized in 1985 and became Japan Tobacco Inc., but the government retains 100 percent of the company's stock, making it the equivalent of a crown corporation.

The Japanese built an imposing multi-level trade wall around their cigarette market--a 90 percent tariff, special sales taxes and restrictions on marketing, price cutting and distribution. This kept out the six tobacco multinationals that dominate the world market and allowed the domestic industry to keep a grip on Japan's 32 million smokers with no competition. Japan Tobacco Inc. had been able to coast along with sales of 308 billion cigarettes a year, using lackadaisical marketing and darker, less flavorful tobacco than U.S. brands. In a country that embraces U.S. culture from baseball to ducktail haircuts there

was every reason to believe the Marlboro cowboy and other Western marketing models would ride roughshod over the Japanese market.

The U.S. Tobacco giants---Philip Morris, R.J. Reynolds, Brown and Williamson and American Brands---have been storming the Japanese tobacco fortress for more than a decade. What is at stake is not only the lucrative Japanese market, but a precedent that could open the door to other Asian markets, such as South Korea, Thailand and the biggest market of all, China.

The Americans were finally able to exert considerable political muscle and enlisted the U.S. government to threaten trade sanctions. Japanese exports of such desirable products as semi-conductors were held hostage to the unrestricted marketing in Japan of a dangerous U.S. product that faces increasing consumer and government resistance at home.

The Japanese decided that the health of their export industries took precedence over the health of their people and in the fall of 1986 gave the U.S. tobacco industry all it had asked for. (On the same day, South Korea agreed to open its monopoly cigarette market.)

By April 1987 the U.S. industry was using its advertising artillery, much of it aimed at Japanese women, fewer than 15 percent of whom smoke. Ads linking smoking with women's liberation have proliferated, as they did in North America; the results can already be seen in a rising incidence of female smoking in cities, especially among younger women.

Adolescents form another potential new market. In Japan, it is technically illegal to sell cigarettes to anyone younger than 20. A voluntary code existed that limited ads on TV to adult viewing hours, but this has been abandoned and commercials are now shown during baseball games and



Dr. Arthur Chesterfield-Evans, one of the heroes of Australia's BUGA-UP (Billboard-Utilising Graffitiists Against Unhealthy Promotions) and editor of the *Clean Air Clarion*, sizes up a Japanese cigarette sign.

"The (tobacco) industry plan is to create demand among Oriental females. If you have one billion Oriental females who don't smoke as a market, that would more than replace quitters in western Europe and North America..."

Greg Connolly, DDS, MPH, adviser to the World Health Organization (*Washington Post*, Nov. 13, 1987)

"The one thing I've come away with is how much our State Department is an agent for spreading disease. They're an adjunct of the tobacco industry."

Comment made by Michael Pertschuk, former Chairman of the Federal Trade Commission, after attending the 6th World Conference on Smoking and Health in Tokyo, Japan. (*Washington Post*, November 13, 1987)

youth-oriented feature films. The ads make use of cowboys and other symbols calculated to appeal to a young audience. James Coburn, a popular actor among Japanese youth, appears in an ad for Larks. There is cigarette sponsorship of motorcycle racing and pop concerts.

Japan Tobacco Inc. has retaliated in kind, introducing a new brand, Dean, that exploits the image of the young James Dean, the rebel with a cigarette. It sells in half packs of 10, which are easier for kids to buy and to hide. Such new brands as Misty compete in the women's market.

Cigarette ads, two-thirds of them American, now saturate the television airwaves. In April, 2,000 Western-style cigarette ads were shown on five Japanese stations, 10 times the figure of two years ago. Once No. 40 in TV advertising time, cigarettes have jumped to No. 2.



Japan gave us sushi and computer chips and in return the United States has given them cigarettes. As Jack Micay, MD, said, "In a country that embraces U.S. culture from baseball to ducktail haircuts there was every reason to believe the Marlboro cowboy and other Western marketing models would ride roughshod over the Japanese market."

The market share of U.S. brands has zoomed to 10 percent and growing. But it is not just market share that has increased. The argument used by the Canadian tobacco industry in opposing Bill C-51 (a bill to ban all tobacco advertising), that advertising does not induce non-smokers to smoke (but only grabs market share), has been put to the test in Japan, and failed. According to the World Tobacco Situation Report, a U.S. Government publication, consumption in Japan has increased 2 percent during the ad war, reversing a 20-year downward trend.

"The United States is trying to sell to Japan what it can no longer sell at home, using methods it would not allow on its own territory," says Bungaku Watanabe, of Tobacco Problems Information Centre in Tokyo.

But both governments are accountable. "The Japanese government is holding its citizens' health hostage to foreign trade," an angry Dr. Greg Connolly charges.

China

It was not until the past decade that China had enough tobacco and enough capital to allow a large segment of its population to become chronic smokers. Today, China holds the dubious distinction of being the world's largest tobacco producer with cigarette production rising 500% since 1960. The Chinese are desperate to modernize cigarette production and R.J. Reynolds has responded and is constructing a \$21 million plant in Xiamen. This will increase competition and the westernized cigarette advertising by RJR and other US tobacco companies will escalate the smoking epidemic even more. About 300 million Chinese are now chronic smokers. According to British epidemiologist, Richard Peto, approximately 30,000 lung cancers occurred in 1986 but this will rise to 900,000 annually by 2025 unless action is taken to halt the spread of tobacco use and addiction. Another threat which tobacco poses is that crop expansion will reduce food production and tobacco curing will waste precious fuels and promote deforestation as it has already in many African countries.

China has a chance to avoid the needless suffering and loss of human life by eliminating the production, promotion and consumption of tobacco, but the country faces an intense



A giant advertisement for Winston cigarettes painted on the side of this building in a Chinese city dominates the scene.

struggle from within and without. Tobacco represents the contradictions facing a developing nation that is trying to simultaneously care for the health of its people while struggling to improve its economy. Public health officials face an uphill battle with social customs and a general ignorance about the association between smoking and disease among the Chinese people. They also must negotiate with a government that is willing to set up joint ventures with R.J. Reynolds and contend with Chinese tobacco companies attempting to expand both domestic and overseas markets.

In May 1987, the International Conference on Smoking and Health was held in Tianjin, China, co-sponsored by the Chinese Medical Association, International Union Against Cancer and the International Union Against Tuberculosis. The symposium featured health professionals from the World Health Organization, U.K., Europe, Japan, Hong Kong, Australia, New Zealand, and the United States including DOC members Bob Jaffe, MD, and Michael Lippman, MD, of Seattle, WA. Drs. Jaffe and Lippman presented a DOC talk entitled, "The Impact of Tobacco Advertising and Promotion on Human Behavior and Health."

(Information supplied by Bob Jaffe, MD)



Cigarette billboards with advertisements featuring cowboys, fast cars and other images of western lifestyles are seen throughout India and Pakistan.

India and Pakistan

Tobacco is not new to India where the hookah (waterpipe) and pan (chewing tobacco) have been used for centuries. There has, however, been a startling increase in tobacco use since cigarettes were introduced to and marketed in the subcontinent. The growing popularity of cigarette smoking has coincided with slick advertisements for American and domestic cigarettes. These appear in magazines, on road signs and on television. Cowboys, racing cars and football players are used to portray cigarette smoking as a glamorous, sophisticated and "western" habit. The growth of the tobacco industry has been closely tied to government and the economy. India is now the world's third largest tobacco producer. The industry employs 2 million people in India's state of Andhra Pradesh alone.

Traditional tobacco use in India has made head and neck cancers epidemic. These now account for 40% of all malignancies. Neighboring Pakistan faces a similar situation. In the halls of the radio-therapy unit of Jinnah Hospital in Karachi, people line up early in the morning to receive their radiation therapy. Blue ink on their deformed faces outlines the radiation ports and indicates where they kept the plug of tobacco. Lung cancer has increased

from 4% to 20% of all new cancers over the past 20 years. A recently completed epidemiologic study by Dr. Zaidi in Karachi has found that many of the lung cancers are in men in their 30's and early 40's. He speculates that part of the reason for the early age of these victims is the combined carcinogenic effect of smoking and pesticides used on tobacco crops. Human tissue levels of insecticides in Karachi are the second highest of any city in the world. Tobacco crops are sprayed with insecticide up to 20 times each season -- greater than any other commonly grown agricultural product.

Incredibly, there is almost no outcry from the public, the medical profession or government. Despite widespread malnutrition, many farmers choose not to have food crops because growing tobacco is much more lucrative. The World Bank has even given Pakistan \$60,000 in loans to raise tobacco.

(Information supplied by DOC member Paul Fischer, MD)

Drinking, Cigarette Smoking and Cocaine Use Still High Among Teens

In its list of "Objectives for the Nation" established in 1980, the U.S. Department of Health and Human Services set 19 drug-related goals to achieve by 1990, 13 of which were considered high priority. (AP, *Augusta Herald*, November 6, 1987) However, in a weekly report released in November 1987, the Centers for Disease Control said that although use of marijuana and heroin were down, "special efforts are needed to reduce cocaine use, alcohol consumption, cigarette smoking and binge drinking."

Alcohol Health and Safety Warning Labels

Senator Strom Thurmond will be introducing legislation in Congress to mandate health and safety warning labels on all alcoholic beverages. Senators Metzenbaum and Harkin have agreed to sign as original cosponsors of the legislation which will require warning

labels on beer, wine and distilled spirits. The following five warnings would be rotated annually:

1) Warning: The Surgeon General has determined that the consumption of this product, which contains alcohol, during pregnancy can cause mental retardation and other birth defects.

2) Warning: Drinking this product, which contains alcohol, impairs your ability to drive a car or operate machinery.

3) Warning: This product contains alcohol and is particularly hazardous in combination with some drugs.

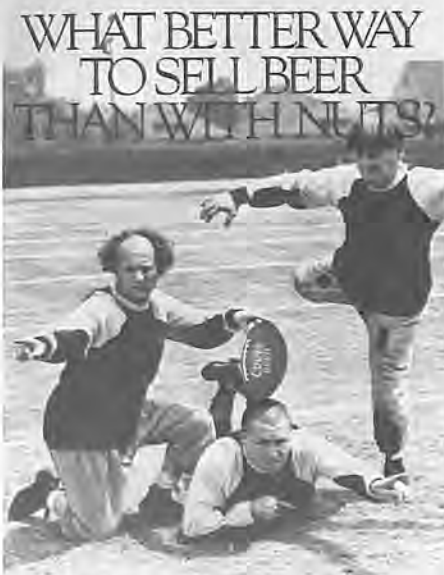
4) Warning: The consumption of this product, which contains alcohol, can increase the risk of developing hypertension, liver disease, and cancer.

5) Warning: Alcohol is a drug which may be addictive.

DOC fully supports this legislation but recommends the inclusion of strong, specific wording to state that these labels do not preempt these products from liability suits and that the warning be included on all advertisements, promotions and promotional products. DOC encourages you to write your congressmen and voice your support.

Ballparks Provide Alcohol-free Sections

The New York Yankees became the eleventh team in major league baseball to acknowledge the call for "no beer here" seating sections where fans could enjoy the game without being disturbed by inebriated onlookers who become loud, obnoxious and sometimes violent during the game. Almost half of the major league teams now sell tickets that carry a "no booze" restriction. In the American league those teams include California, Minnesota, Seattle and Texas, and in the National League, Atlanta, Chicago, Los Angeles, Philadelphia, Pittsburgh and San Diego. Odds are very good that the Montreal Expos and the St. Louis Cardinals will be the last teams to follow the trend since they are both owned by breweries. (ACAP Recap, July 1987)



Introducing The Original Sports Nuts Collection. The biggest spring promotion ever, from America's number one draft beer, Coors.

Starring the original nuts themselves, The Three Stooges.

Breaking in late March, the promotion features an exciting assortment of sports gear that customers can get through order blanks they find in your store. Basketballs, footballs, a golf ball, tote bags, volleyballs, soccer balls and rugby balls from Reebok, Sports Illustrated, Saylor rifle and tubes. And Coleman coolers.

All at incredible savings.

And it all begins with a special Three Stooges advertising push on network, cable and spot TV, radio and young adult print ads, specifically aimed at bringing consumers through your doors.

In addition, there's a full line of point-of-sale materials, including a spectacular life-sized standup display of Larry, Moe and Curly.

So stock up for the Coors, Coors Extra Gold and Coors Light Sports Nuts promotion now.



It's going to make selling our beer as easy as 1, 2, 3.

From 1982 © 1987

Coors' announced its latest campaign with this 2-page spread in a recent edition of *Advertising Age*. DOC condemns the estates of Moe, Curly and Larry for permitting these longtime favorites of children to be used to sell booze.

Anheuser-Busch's, Coors' New Campaigns Target Youth

Anheuser-Busch has launched one of its most controversial and unethical marketing campaigns yet with the introduction of Spuds MacKenzie into the children's toy market. "Spuds," the dog ("party animal") seen in Bud Light commercials, serves as A-B's spokesman. If the nation's biggest beer maker has its way every toddler in America will own a "Spuds MacKenzie" stuffed dog and his older brothers and sisters will be wearing "Spuds" shirts, buttons and hats.

"This marketing approach is despicable because it takes dead aim at children under 12," says Curt Scarborough, PhD, Executive Director of the American Council on Alcohol Problems. "After all who else would want a stuffed dog that is available in three sizes." Scarborough believes the stuffed toys and 200 other officially licensed "Spuds" products are meant to "soften up" preschoolers and pre-teens by associating a cute, harmless toy with beer drinking.

The campaign is not the first in which A-B crossed over the age-21 line to push their product. Anheuser-Busch has continually used actors in T.V. commercials who appeared underage. Not to be outdone, Coors will launch one of its biggest promotions ever in

late March with a new advertising campaign portraying The Three Stooges as "the original sports nuts." The promotion will feature an entire line of sports equipment including baseballs, bats and gloves, footballs, soccer balls, coolers, tote bags and inflatable rafts all with the Coors logo. A good number of these items will probably be used by children and teenagers and will further strengthen the misassociation between alcohol and sports.

DOC encourages members and supporters to take action against AB's and Coors's marketing practices and alert others to the companies' tactics.

-Visit your local toy and department stores to see if they are selling "Spuds MacKenzie" paraphernalia.

-Write the Anheuser-Busch and Coors companies and express your concern (Anheuser-Busch Companies, Inc., Main Office, One Busch Place, St. Louis, MO 63118; Adolph Coors Company, Golden, Colorado 80401).

-Write a letter to the editor of your local paper to bring attention to this matter and alert the public who may otherwise not recognize the motives behind the campaign.

-Call or write Senator Fritz Hollings who is Chairman of the Senate Commerce Commission (U.S. Senate, Washington, D.C. 20510) and Senator Strom Thurmond, who has proposed legislation in this area, as well as your state representatives. Protest these marketing ploys and ask your legislators to conduct hearings to investigate the alcohol industry's marketing practices aimed at kids.

"Alcoholism has nothing to do with alcohol."

F.A. Meister, President of the Distilled Council of the U.S. (ACAP Recap, March 1987)



Along with live appearances at local functions throughout the country including events attended by large numbers of children, Spuds MacKenzie is ubiquitous on t-shirts, sweatshirts, posters, pins and buttons.

"There is no such thing as responsible use of alcohol for anyone under the legal drinking age. Such use is illegal and is never responsible. Alcohol is a drug and its use among minors and abuse among adults should be confronted and never excused."

Attorney General Roy Zimmerman
(ACAP Recap, March 1987)

DOC Efforts and Successes

AMA Joins DOC in Call for Removal of Tobacco from Pharmacies

In December 1987 the American Medical Association's House of Delegates passed a DOC generated resolution which calls for pharmacists and pharmacy owners to discontinue the sale of tobacco. The AMA also vowed to 1) urge that the same restrictions which are placed on cigarette sales be applied to smokeless tobacco products, 2) encourage states to strictly enforce laws governing the sale and distribution of tobacco to individuals under age 21, 3) support education programs regarding the health effects of smokeless tobacco, and 4) encourage research on the health effects of smokeless tobacco and the effectiveness of cessation and prevention programs. (*JAMA*, Vol. 259, No. 4) DOC first called for removal of tobacco from pharmacies in 1977. (See Richards JW, Blum A: Pharmacists who dispense cigarettes. *New York State Journal of Medicine* 1985; 85:350-353).

Smoking at All Time Low in U.S.

The results of the first Adult Use of Tobacco Survey conducted by the Centers for Disease Control revealed that smoking is at an all-time low rate of 27% in the United States. The study which questioned 13,000 Americans, found that 29.5% of adult men smoke and 23.8% of adult women smoke. That is a significant decrease from the results of the National Health Interview Survey in 1985 which indicated that 33.2% of men and 27.9% of women smoked. The nation's smoking rate has declined steadily since 1964, the year the Surgeon General's warning about smoking and its association with cancer, heart disease and other health problems was published. At that time over half the men in America and more than 30% of the women smoked. (AP,

Atlanta) With its counter-promotion and counter-advertising efforts, Superhealth 2000 presentations to school children, and calls for action on the part of other health organization, DOC believes that our organization has played a vital role in reducing smoking and DOC will continue these efforts toward a smoke free 2000.

Complaint Results in Investigation

A letter to the Federal Trade Commission (FTC) from DOC member John M. Higgins, MD, of Chico, California, resulted in an investigation of advertisements for cigarettes and smokeless tobacco which appeared in local newspaper supplements without the Surgeon General's warning. The FTC contacted the advertising agency's lawyers to insure that it would not happen again. Dr. Higgins found the FTC very interested in learning of violations which occur and encourages DOC members to contact one of the following people with any complaints: Nancy Warder, Smokeless Tobacco Advertising Violations (202) 326-3048

-or-

Judy Wilkenfeld, Smoking Tobacco Advertising Violations (202) 326-3150

Or write to either of the above at:
Division of Advertising Practices
Federal Trade Commission
Washington, D.C. 20580

Subscription Service Offers Tobacco Ad-Free Reading

Physician waiting rooms are a natural target market for magazine subscription services, especially the family physician's office where a variety of reading material is needed to appeal to a broad range of patients. DOC recognized this as an important opportunity for physicians to support magazines which do not accept tobacco advertis-

ing and in 1978 began publishing a list of these periodicals. Two reception room subscription services, Ebsco and Subscription Services, Inc., carry an entire selection of tobacco-free magazines. Ebsco also offers a listing of magazines which contain neither tobacco nor alcohol advertising. For further information write to EBSCO Reception Room Subscription Services, P.O. Box C-460, Birmingham, AL 35283-0460, or Subscription Services Reception Room Magazine Program, 29 Glen Cove Avenue, Glen Cove, NY 11542.

If you continue to subscribe to magazines which push unhealthy products, be sure to use a stamp, graffiti or other means to let patients know how you feel.

For more information on how to turn your waiting room into a haven of good health refer to the following articles:

Richards, JW, A positive health strategy for the office waiting room. *New York State Journal of Medicine*, Dec 1983, p. 1358-1361.

Richards, JW, Are you helping light the fuse? *California Physician*, March 1987, p. 20-22.

Copies of these articles and a list of tobacco-ad free magazines are available from DOC by request.

Metrodome Discontinues RJR Sponsorship

The Smoke Free 2000 Coalition in Minneapolis, MN, inspired by the Association for Non-Smokers Rights (ANSR) along with consultation from DOC strategist Alan Blum, MD, was able to persuade the Metropolitan Sports Facilities Commission to reject a \$2.6 million extension of its contract with R.J. Reynolds to finance a state-of-the-art scoreboard for the Hubert Humphrey Metrodome. Radio spots alerting the public to speak out against tobacco sponsorship of the facility turned the spotlight of public opinion upon commission members who eventually voted 7-0 against renewing the RJR contract. Extensive media coverage by Jim Klobuchar of the *Minnesota Star Tribune* also helped to inform citizens of the commission's plans. When RJR's contract expires in 1992, all Winston cigarette ads which now dominate the Hubert Humphrey Metrodome scoreboard and the marquee in front of the stadium will be removed. The proposed extension would have kept the

contract in effect through 2000. (*Advertising Age*, Feb 8, 1988) The Metrodome is the home of the Vikings, the Minnesota Twins and the University of Minnesota Football Team, and is used for a variety of high school athletic events. DOC was one of the first pro health groups to protest the tobacco company's use of billboards and scoreboards to receive free and illegal television promotion for their tobacco products. (See the editorial by Alan Blum, MD, "The Real Drug Pushers in Sports," *DOC News and Views*, Winter 1987.)

DOC Receives \$10,000 Grant from CRFA

The Cancer Research Foundation of America (CRFA) has awarded DOC \$10,000 to be used for the publication of *DOC News and Views* and to finance other DOC efforts. Carolyn R. Aldige, CRFA President commented, "We are quite impressed with the work DOC does on such a limited budget, and I am hopeful that our support will evolve into a long-term commitment to fund some of DOC's projects each year." The CRFA, based in Alexandria, VA, is a public, non-profit organization whose primary interest is the support of research and educational projects having to do with cancer prevention and with cancer in children.



National DOC President Rick Richards, MD, presents the DOC philosophy and strategies.

Military Smoking Down 21%

The comprehensive military tobacco program for which DOC helped to lay the groundwork has resulted in a dramatic 21% decrease in the number of smokers in the Army since its implementation in 1986. (*Army Times*, June 1, 1987). A Department of Defense (DOD) study released in June 1987, also indicated a similar decline in the number of smokers in the Air Force, suggesting that a total of approximately 100,000 fewer military personnel are smoking. A questionnaire completed by officers in various command positions reported an overall acceptance of the policies restricting smoking and an increased demand for smoking cessation classes, blowing smoke in the faces of tobacco industry spokesmen who earlier predicted mayhem in the military if the policies were introduced. The Department of Defense policy bans smoking on all government aircraft and vehicles and in all government buildings and offices with the exception of a few designated smoking areas. As has always been DOC's emphasis, the military's policy is based on a multifocal approach including health promotion, education and policy changes rather than issuing orders for smokers to quit.

Confirming research by DOC board members LTC Dale Carroll, MD, MPH, and Greg Blake, MD, Maj. Bruce Murphy attributes much of the dramatic decline to the ban on smoking during basic training. Murphy said allowing tobacco use by recruits encouraged them to smoke in order to take advantage of cigarette breaks. Now, neither the recruits nor the non-commissioned officers in command smoke. "What we're trying to do from the very beginning is say that the Army is a non-smoking environment."

Responses to a smoking survey conducted in October 1987 at Fort Gordon, Georgia, were similar to those reported by the DOD. Of the 449 respondents (1,500 questionnaires were mailed to Army personnel and civilians), almost 95% were familiar with the smoking policy and 75% said that the smoking policy was being enforced in their work area. Of the 449 respondents, only 24% said they smoked, which is comparable to the national figure of 28%. A little over 7% of those questioned had stopped smoking since implementation of the

policy last year, and an additional 6.5% of smokers said they would like assistance in breaking the addiction.

Some of the groundwork for establishment of such a comprehensive policy within the military was started by the Uniformed Services DOC chapter in 1979. Maj. Greg Blake, MD, conducted a study which demonstrated that smoking interfered with basic training and combat readiness. DOC member Maj. Gary Matteson, MD, led one of the first petition drives to have cigarettes removed from military hospitals. DOC Board member LTC Dale Carroll, MD, MPH, has done extensive research correlating smoking and the use of military health care services. A 21% smoking decrease is far better than most other programs and points out the importance of changing the orientation from "smoking is the norm" to "non-smoking is the norm."

DOC Strong Presence at AAFP Meeting

DOC again made a strong impact at the annual meeting of the American Academy of Family Physicians held in San Francisco, CA, in September 1987. National DOC President Rick Richards, MD, shared the DOC philosophy with 2,500 attendees in a main-stage presentation entitled, "Preadolescent Health Dilemmas: Drugs, Sex and Rock & Roll" Along with Mark Glassner, MD, Dr. Richards also gave six presentations of a seminar on "The Family Physician as Health Promotion Specialist."

The award-winning DOC booth was again a center of attention at the AAFP meeting. The booth, which was assembled by Tom and Cheryn Houston, Rick and Nan Richards and Alan Blum, highlighted some of DOC's accomplishments and depicted many of DOC's counter-advertisements and health promotion materials. Mark Glassner, MD, Lisa Schwartz, Bob Jaffe, MD, Chris Shank, MD, and Brian Friedman, MD, took turns staffing the booth and speaking with the hundreds of AAFP members and guests who inquired about the DOC organization.

Chapter News

Minors Easily Buy Tobacco

Although Illinois law makes it illegal for persons under 18 years of age to buy tobacco, a recent survey conducted by the Decatur DOC chapter found that nearly three-fourths of Macon County stores were selling products to under-aged customers. Thomas Radecki, MD, who recently founded the Decatur chapter, decided to conduct a local survey after reading about one done in Massachusetts by DOC member Joe DiFranza, MD, in which an 11-year old girl successfully bought cigarettes at 65 of 100 stores surveyed. For the Macon County survey, the DOC chapter worked with a 14-year old girl and an 11-year old boy who attempted to purchase cigarettes at 150 stores. The girl was successful at 78% of the establishments, and the boy was successful at 63%. According to Dr. Radecki, gas stations sold cigarettes to the children more readily than grocery stores, many of which refused. Decatur DOC then sent letters to each store telling the manager if his store passed or failed the tobacco test. A copy of the law on the sale of tobacco to minors was included, along with a cover letter from the local Chamber of Commerce urging merchants to adhere to the law. A follow-up survey was later conducted which showed an 18% decrease in the number of stores which sold cigarettes to the children; however, only 15% of the stores had posted the law.

Students Take Action After Hearing DOC Talk

Students at Evans Middle School in Evans, Georgia, sent about 138 letters to the Philip Morris Co. and R.J. Reynolds in February asking questions like, "Why do you sell cigarettes when you know it hurts people?" The letters were a result of a DOC talk given by MCG DOC member Tommy Gilbert, a second-year student at the Medical College of Georgia. The seventh graders were surprised to learn that as much as 25% of all advertisements in some periodicals are for smoking. In the words of health teacher Sandra Harlan, her students are "hot about this (issue)." Harlan said the children picked out the "grossest" pictures of diseases caused by tobacco to include with the letters.

DOC Students Make House Call at County Fair

As part of DOC's continued effort to discourage the distribution of tobacco samples at family-oriented events, MCG DOC students paid a house call to the Levi Garrett and Kodiak tobacco booths set up at the Exchange Club of Augusta Fair. The students, dressed in lab coats and wearing their stethoscopes were prevented from distributing free information about the dangers of tobacco because the fairgrounds and the booth space rented by the legal drug pushers were considered private property. MCG DOC's co-presidents,

continued on next page



After giving medical Grand Rounds at the University of Wisconsin School of Medicine, Dr. Alan Blum posed with Madison DOC leaders in front of their well-planned and highly attractive DOC display.

The following are excerpts from letters written to tobacco companies by seventh graders at Evans Middle School in Evans, Georgia:

"Why would you put out and sell something that eats your lip? Snuff eats your lip alive. Just look at Sean Marsee. His whole face looks like a balloon. It makes me sick to think that you would rot somebody's lip just to make your stupid money."

- Bryan Roberson

"I am 14 years old. I have tried your product but I stopped because I found out about what your product does. I think its ugly. It causes cancer. It stains your teeth. If you were a kid that dipped and got cancer and died, I bet you wish it was never made."

-Greg Eddings

"Do the world a favor and shut down your business and then find a respectable job! The world would be a better place without this nonsense!"

-Duane Brown

"I am not about to say anything bad, but I think your company is a BEEEP."

-KorLee Adams

"I know you don't make people smoke, but your ads are so encouraging that people smoke."

-Nancy McWatty

"I am begging you to please stop growing tobacco. You can always find a better job than killing people with tobacco."

-Barbara Koon

"I'm writing to ask you why you make Skull and Copenhagen? This kind of thing can wipe out our world if you don't watch out."

-Davis Knox

"I am 100 percent against cigarettes, and I think anything that takes people's lives away should not be sold. And I would like to know how you could sit in a big building and make stuff that kills humans."

-Kevin Chapman

"Now don't get me wrong. I love alot of people who smoke, but I don't agree with them smoking and especially around nonsmokers. My grandmother smoked for a long time and finally died of lung cancer. I blame you partially for her death. I would like to know how you feel knowing you help commit murder every day."

-Ashlee Heath

David Kahn and Steven Luxenberg met with the president of the Exchange Club Fair, Dessey Kuhlke, pointing out that the free tobacco samples could easily be distributed to people under 17, a practice which is now illegal under Georgia law. Kuhlke assured the students that the matter would be brought to the attention of the club's board members and that they would consider not renting booths to tobacco companies next year.

Billboard Designed From Winning Entry

"Don't You Care About My Air?" was the winning slogan in a very successful poster contest conducted by the Kansas City DOC chapter in cooperation with the American Lung Association of Western Missouri and the medical staff of Trinity Lutheran Hospital. The contest which involved two school districts received more than 300 entries from 4th, 5th and 6th grade students. The winning poster, submitted by 11-year old Jamillah Green depicted a mother and daughter walking hand and hand down the street. The mother is smoking a cigarette and the smoke is swirling

around the child's head. The daughter asks, "Don't you care about my air?" and then says, "Please stop smoking, mother!" The artwork appeared for one month on five billboards throughout the city.

DOC Students Protest PM's Blues Campaign

Cleveland, Ohio was the site Philip Morris (PM) officials chose to test-market Blues, their new brand of menthol cigarettes, which have been packaged and marketed to entice a new generation to take up the tobacco habit. The Cleveland DOC chapter, organized by DOC member Chris Shank, MD, decided to pay a housecall on one of PM's promotional events, a Blues Party held at a local night spot called the Beach Club. First, the students held a t-shirt painting party and designed counter-ads like, "New Shade of Menthol, same old disease," "Blue Smoke, Black Lung," and "Smoking Blues is Bad News." The students then attended the Blues Party wearing their counter-ads. Philip Morris subsequently decided not to launch the brand nationwide.

New Chapters

Little Rock, AR William P. Hendrick, MD
Fresno, CA Will Mora, MD
Napa, CA Cynthia Kapjian, MD
Travis AFB, CA Jim McKenna, MD
Bristol, CT Andrew Sellingers, MD
Atlanta, GA Bob Lathan, MD
Iowa City, IA Paul Towner
Decatur, IL Tom Radecki, MD
Baltimore, MD Lois Shane, MD
Dearborn, MI Jim McMinn, MD
Upsall, MI Maria Castro
Duluth, MN Jim Rogers, MD
Minneapolis, MN Eric Christensen, MD
St. Paul, MN John Loes, MD
Columbia, MO Andrea Stevens, MD
Kirkville, MO Mary L. Mazza
Banner Elk, NC Jacque Pye, MD
Lenoir, NC Rus Collins, MD
Cleveland, OH Chris Shank, MD
Columbus, OH Doug Virotsko
Lancaster, PA Anne Eglash, MD
Philadelphia, PA Bob Sklaroff, MD
Pittsburgh, PA David Morris
Pawtucket, RI Glen O'Grady, MD
Florence, SC Amanda Coleburn
Johnson City, TN Carla McGinnis
Austin, TX Phillip Huang, MD
Dallas, TX Laura Snell, MD
Brownwood, TX Melanie Wayne, MD
San Antonio, TX Susan E. Murphy, MD
Milwaukee, WI James Byrd, MD

Please send me:

☐ Love, DOC sticker @ .01 ea
☐ Out of Order sticker @ .05 ea
☐ Zoo Breath sticker @ .05 ea
☐ Magazine Sticker @ .10 ea
☐ Smoking Eats sticker @ .10 ea
☐ Lung to Live bumper sticker @ 1.00 ea
☐ Have a Heart bumper sticker @ 1.00 ea
☐ b.b. buckle up! bumper sticker @ 1.00 ea
☐ Smoke for Smell poster @ 5.00 ea
☐ Emphysema Slims poster @ 5.00 ea
☐ Obituary Cards from physician @ 4.00/100

☐ Golden Brights poster @ 5.00 ea
☐ Slim and Smokeless poster @ 5.00 ea
☐ Up In Smoke poster @ 5.00 ea
☐ Superhealth t-shirt @ 10.00 ea SM MED LG XLG
☐ Smokebusters t-shirt @ 10.00 ea SM MED LG XLG
☐ Emphysema Slims t-shirt @ 10.00 ea SM MED LG XLG
☐ Tobacco slide presentation and script @ 80.00 ea
☐ Alcohol & Other Drugs slide presentation and script @ 80.00 ea
☐ Nutrition slide presentation and script @ 80.00 ea
☐ Family Dynamics slide presentation and script @ 80.00 ea
☐ Obituary Cards from victim @ 4.00/100

Yes, I want to see DOC continue to be a force to be reckoned with on Madison Avenue and an innovative leader and information source for all other health promotion organizations. I am making a contribution of:

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 ☐ other donation

DOC and Superhealth 2000 sound like great ideas. I'd like to be a part of this organization. Here's my tax-deductible membership contribution of: ☐ \$10 (student) ☐ \$25 (physician in training or non-physician) ☐ \$50 (physician) ☐ \$500 (institution or organization). Please place me on your mailing list and tell me how I can get involved. ☐ I'd like information about starting a DOC chapter. ☐ I want to support your counter-advertising pro-health efforts to combat "killer products" pushed Madison Avenue. Enclosed is my additional contribution.

Membership fee:

Pro Health Products _____

Additional Contributions _____

TOTAL _____

Name _____ Phone (_____) _____ Business Phone (_____) _____

Street _____ City _____ State _____ Zip _____

Occupation _____ if MD/DO specialty _____

Area of interest _____

Mail this form along with your check or money order to: DOC, 1423 Harper St., Augusta, GA 30912. DOC is qualified under the IRS as a 501 C-3 organization, which enables all donations to be tax-deductible.

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commercialization of art.

Minkler cites the inspiration of New York artist Hans Haacke, who 20 years ago was among the first to expose and condemn the art world's growing "addiction to corporate funding" and the concomitant censorship of controversial themes and ideas. In an interview in 1985 in *New Art Examiner*, Haacke emphasized that corporate sponsorship of the arts "is not meant to sell more gas or convert people to smoking cigarettes. Its function is to open doors... By creating for itself a favorable climate through its association with the arts, business can operate less inhibited by environmental concerns, by health and safety regulations, by taxation and political problems... It insulates industry from critical scrutiny and helps the passing of legislation favorable to its interests."

"We don't realize that our love for art is being co-opted to serve interests that have nothing to do with our moral beliefs and what might be good for us and the community."

Unlike the run-of-the-mill, generic anti-smoking poster competitions, DOC's P.U. Project is aimed at mobilizing public ridicule and anger at the tobacco industry.

In addition to offering matching monetary awards to local art contest in schools, DOC is calling for the continuous submission of counter-advertising ideas and completed works for reproduction and display around the country. Artists, sculptors, photographers, musicians, poets, and playwrights are encouraged to participate.

Artist Minkler has produced a limited edition of 150 silkscreen prints, which DOC is making available with a \$100 new or \$75 renewal contribution to DOC. A poster-sized offset lithograph will soon be distributed nationally.

Copies of the lithograph will be sent to numerous museums, including the 20

in the U.S. that are holding exhibitions paid for by Philip Morris in 1988, as well as such Philip Morris beneficiaries as National Public Radio and the Alvin Ailey American Dance Theater.

The artwork series represents the latest avant-garde activity of DOC in the effort to expose tobacco companies as malevolent influences on the business world and on society in general.

In February 1983, DOC and New Jersey GASP demonstrated in front of New York's Metropolitan Museum of Art to call attention to Philip Morris' sponsorship of an exhibition of artworks from The Vatican. Asked by *The New York Times* how the Catholic Church could permit its treasures to be promoted by a tobacco company, a New York City archdiocese spokesman said the sponsorship wasn't from Philip Morris, the tobacco company, but rather Philip Morris International. The DOC housecall followed on the heels of a nationally publicized demonstration by BUGA-UP (Billboard-Utilizing Graffitiists Against Unhealthy Promotions) in Australia against the display of a Marlboro racing car in the Sydney art museum.

In 1987 DOC placed an advertisement in *The Times* citing New York's Lincoln Center for the Performing Arts as a drug pusher for hosting the Marlboro Country Music Festival. The president of Lincoln Center, George Weisman, is a former president of Philip Morris.

Dr. Blum became a Philip Morris shareholder in 1985 and attended the company's annual meeting last year. It had, he says, "all the flavor of a Nazi youth rally, as 600 employees and stockholders gave Weisman a prolonged ovation for having spread Marlboro into a host of developing nations over the past decade." Blum is considering submitting a shareholders' resolution that calls upon the company to shift its patronage of the arts into an endowment of a chain of Marlboro Country Intensive Care Units in hospitals around the world. DOC members George Gitlitz, MD, Binghamton, NY, and William Cahan, MD, New York, NY, have unofficially renamed the intensive care units in their respective hospitals in honor of the world's largest selling cigarette.

They built the bridge.



These are some examples of the art of a great nation and a great people that Americans know very little about. They are part of a stunning exhibit entitled "The Age of Sultan Suleyman the Magnificent" - its full appearance will be at The Metropolitan Museum of Art from October 4th, 1987 through January 17th, 1988, completing a year long tour of three of America's most prestigious museums.

At the height of their power under Suleyman, the Ottoman Turks ruled large areas of Europe, Asia and Africa. Faced with the imperial need to understand a bewildering variety of conflicting cultures - and the compelling need to maintain their own - they absorbed the approaches, and adopted. They created an art that harmonized opposites - a style and look that was both old and new, complex - and that brought into being a new style. In doing so, they made themselves and their art a bridge between East and West, a bridge that still serves the modern world.

That's one reason why we are supporting this exhibition and why we urge you to see it. It's not only an art piece, it's a reminder that the art of the past is not dead, it's still very much alive, and that one of the most useful ways to see it is a bridge between cultures.

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An example of oily Philip Morris Corporate Advertising in *The New York Times* and other publication around the world. They have paved the way for new markets, useful targets....and ridicule by DOC.

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